

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

B C Stone, Inc.

IMC-PA

Strategy Development and Ongoing Coaching from IMC Help BC Stone, Inc.

Client Profile:

BC Stone, Inc., is a custom fabricator of natural and engineered stone surfaces for both residential and commercial customers. The company creates one-of-a-kind counters, furniture tops, ornate flooring, stone slab walls, fireplace mantels, decorative columns, and other forms from their facility in Everett, Pennsylvania. BC Stone currently employs 70 people.

Situation:

Since forming BC Stone in 1993, owners Rodney Bair and Travis Collins saw steady growth in the company, but in 2008 wanted to regroup and build a plan that would help them continue the momentum. They contacted IMC-PA, a NIST MEP network affiliate, for support in assessing the business and developing a more formal plan for the future.

Solution:

IMC-PA embarked on a two-phase approach to assist BC Stone in evaluating the company and devising a growth strategy. Phase one consisted of a two-day Rockefeller Habits Implementation Workshop. This provided opportunity for BC Stone leadership to intensely evaluate key facets of the business, discuss short- and long-term objectives, and begin to outline a more concrete plan for growth and positive change. Phase two provided for ongoing coaching for accountability and performance. Coaching sessions consisted of on-site meetings, phone consultations, and other periodic interactions between the IMC Business Advisor and BC Stone leadership. These consultations helped ensure that the strategic plan remain on track and at the forefront of business activities. They provided a structured mechanism for evaluating progress, fielding questions, making changes, and building upon the important outcomes of phase one.

As a result of IMC-PA's assistance, BC Stone now has a more formal plan for improving their sales program, which includes details on roles and responsibilities within the organization along with a revamped website for improved outreach. The project with IMC-PA required BC Stone to report very concrete details about the business to the IMC Business Advisor on an ongoing basis. This compelled owners to create an internal 'dashboard' of leading indicators, resulting in a deeper and immediate knowledge of the company's position at any given moment. As a result, the company's owners know specifically what each dollar in revenue truly represents and can quickly respond to important measures such as sales conversion rates.

Results:

- * Reduced time required to resolve issues by 25 to 45 percent.
- * Increased web traffic by 35 percent.
- * Achieved a more competitive and profitable position.

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Testimonial:

"Working with the IMC has been without a doubt money and time well spent. I cannot express the true benefit of having an outside expert there to assess the business, facilitate changes, and push us to regularly evaluate, measure, and plan. We know the impact has been positive and that it will be ongoing."

Travis Collins, Co-Owner